

# PR + SOCIAL MEDIA

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## Beyond the Basics

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# WHAT IS PR?



**COLORADO**  
Department of Public  
Health & Environment



# WHAT IS SOCIAL MEDIA?



# PERSONAL RELATIONSHIPS



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MESSAGES  
+  
MATERIALS

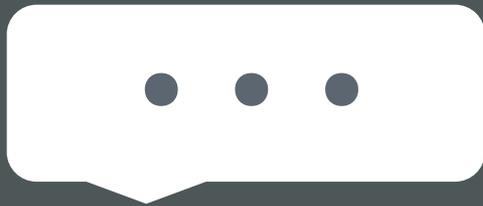
AUDIENCE

TARGETS

THE PITCH



HEY! I'VE GOT THIS AWESOME PITCH.



**What is your deadline?**

**What is the focus of your story?**

**Have you talked to anyone else  
about this issue?**

**When will this run?**

**Is there anything else I can do to help?**

**PREPARE**

**KEEP IT  
SIMPLE**

**RELAX**

**STAY ON  
MESSAGE**

**REMEMBER  
YOUR  
AUDIENCE**



**DO  
THIS**

**NOT  
THAT**



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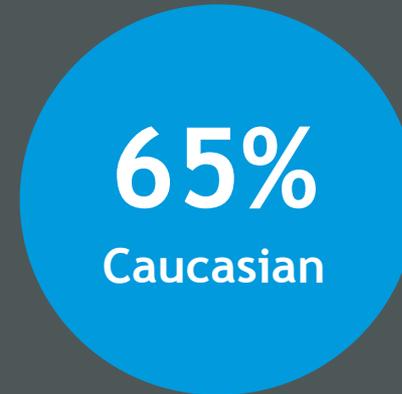
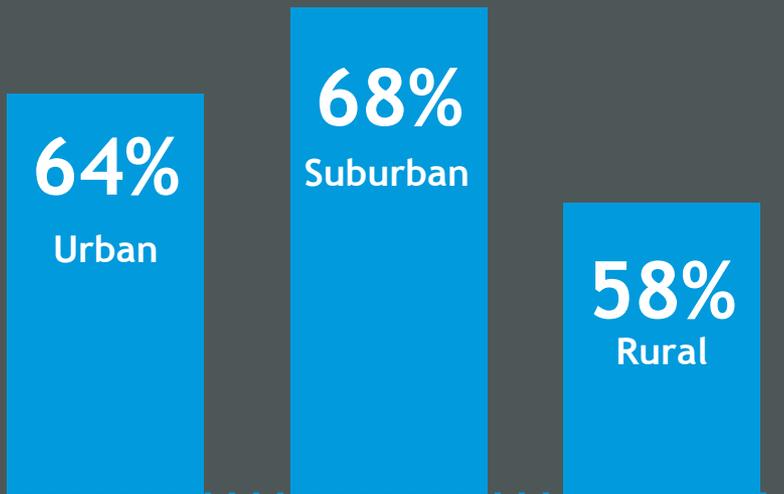
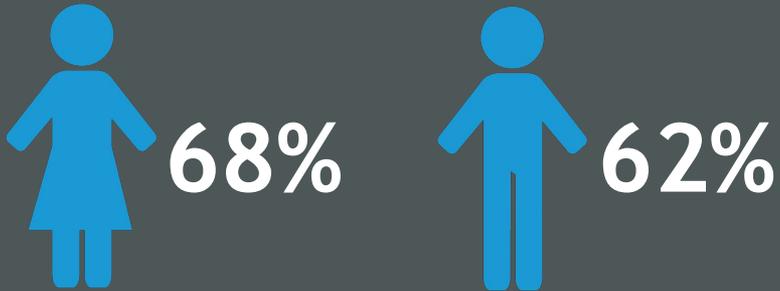


**65%**  
All adults

**90%**  
Ages 18-29

**77%**  
Ages 30-49

**35%**  
Ages 65+





73%



31%



28%



28%



23%



**70%**  
1x/day



**27%**  
1x/day

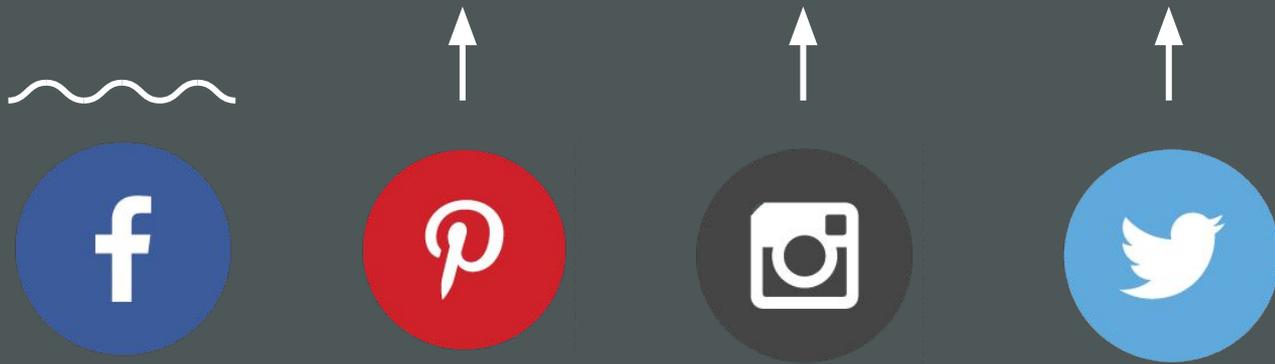


**59%**  
1x/day



**22%**  
1x/day







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# 1 LISTEN

# ② BE REAL

# 3 SHARE

“ Make it simple,  
make it memorable,  
make it inviting,  
make it fun to read. ”

- Leo Burnett -

WHAT?

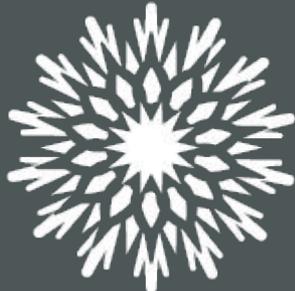
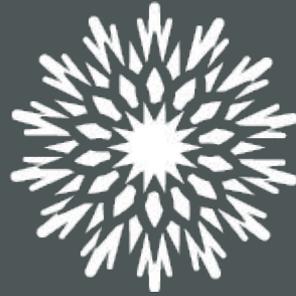
WHY?

HOW?

WHERE?

WHEN?







# DEMO



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Due to an algorithm Facebook uses to determine what shows up in users' News Feeds, most Facebook Pages only have a one to two percent organic reach. (Organic reach is how many users see your posts when there is no paid promotion behind them.)

In order to get your posts in front of the right audience, you need to "boost" them through paid promotion.

**STEP  
1**

### Boosting a post

Facebook is very strict about what kind of content you can boost. The most important rule is that you cannot boost a post that displays any image or graphic with more than 20 percent text (use [this tool](#) to test percentage of text on an image). [See that and all the other guidelines here.](#)

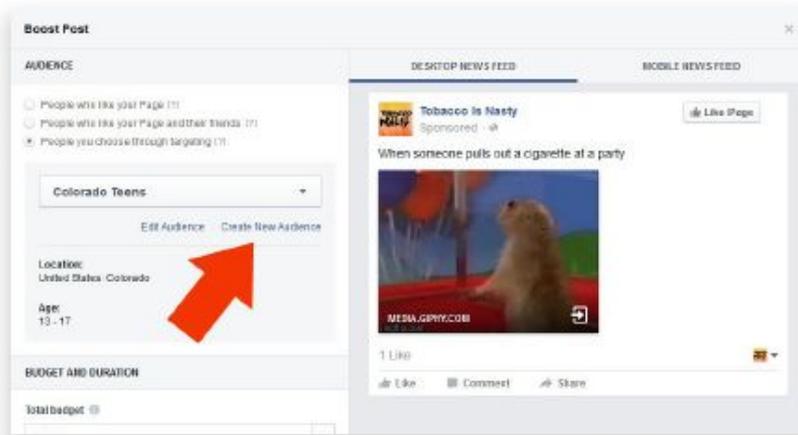


Once you have published a post that adheres to Facebook's advertising rules, click on "Boost."

**STEP 2**

**Set Up an Audience:**

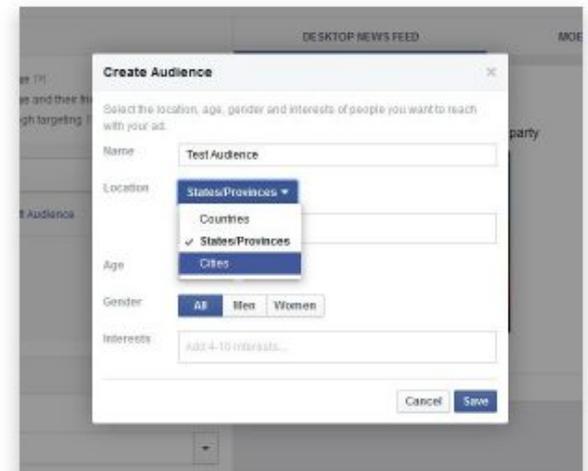
Choose your audience. You have several options. If your Facebook page is new or does not have many fans yet, we recommend selecting "People you choose through targeting." You can then specify location and age of target audience along with other demographic and interest-based options.



You can do this by clicking "Create New Audience." A pop-up box will appear requiring you to answer a few questions about your target audience.

**STEP 3**

- › Name your audience. This will allow you to save it for future use if desired.
- › Choose the appropriate city in your area and specify the radius based on the size of the area you serve.
- › Set the appropriate age range for your audience.



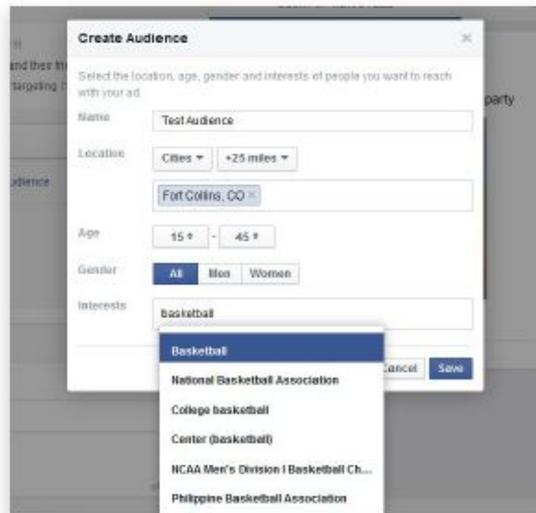
## STEP 4

### Interest Categories

Select interest categories based on what you know about your community and target demographic.

Once you start typing, relevant categories will automatically pop up. Choose the category that best relates to what you're looking for.

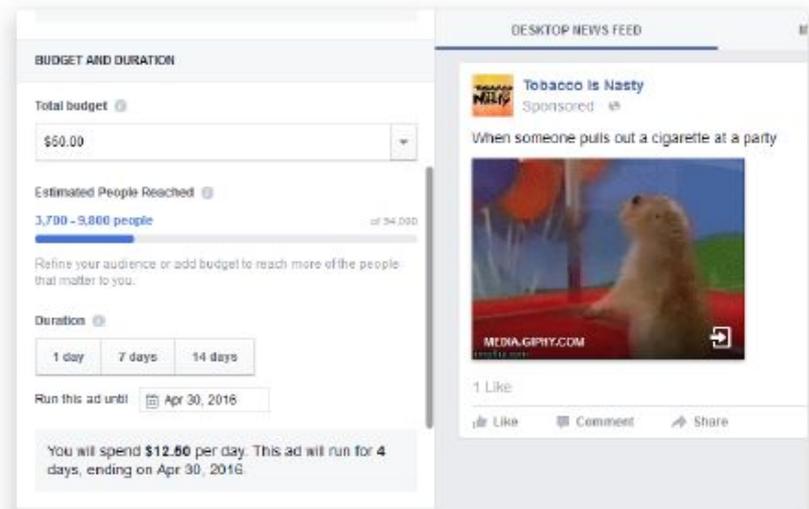
You are not required to add interest category areas, but doing so may help you target your audience more effectively.



## STEP 5

### Budget and Duration

Choose an existing budget or input your own. Regarding duration, we recommend that you run a boosted post no longer than five days to prevent the same users from seeing it multiple times.



**STEP**  
**6**

Input your payment information, click "Boost," and your promoted post will be submitted to Facebook for review.

Facebook will notify you if and when the boost has been approved via a Facebook notification (and via email if you have email notifications turned on).

**Boost Post**

Age: 18 - 95+

**BUDGET AND DURATION**

Total budget: \$20.00

Estimated People Reached: 720 - 1,930 people of 1,930,000

Duration: 1 day, 7 days, 14 days

Run this ad until: Jun 3, 2019

**PAYING FOR YOUR AD**

Terms & Conditions | Help Center

Cancel **Boost**

**Tobacco Free CO**  
Sponsored · Like Page

If it kills rats, what do you think it does to you?

**ARSENIC IS THE POISON THEY USE TO KILL RATS.**  
**CIGARETTES HAVE THAT TOO.**

**TOBACCO: THE KISS OF DEATH.**

# HELPFUL LINKS

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Text Overlay Tool (for 20% rule):

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

Facebook Advertising Policies:

<https://www.facebook.com/policies/ads/>

Guide for Building Awareness Using Facebook:

<https://www.facebook.com/business/goals/build-awareness>

Facebook Creative Hub:

[https://www.facebook.com/ads/creativehub?ref=fbb\\_header](https://www.facebook.com/ads/creativehub?ref=fbb_header)

Facebook Ad Help Center:

[https://www.facebook.com/business/help?ref=fbb\\_resource](https://www.facebook.com/business/help?ref=fbb_resource)



# SUMMARY

Personal Relationships

Steps to Success

Rules of Engagement

Amplify

# Q & A



# THANKS!

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Get social!

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# COMING SOON

The CCPD Grants Program is offering a four-part marketing and communications training series for grantees who are interested in building their skills. This is the third presentation in the series.

Please join us for:

## Part 4: Be Better at Email: How to Build Newsletters Your Subscribers Want to Read

Friday, April 21 from 11:30 am - 12:30 pm

With so much competition in the inbox, it can be hard to connect with your audience. In this training you'll learn how to get better results with tips and techniques on formatting, design and content.

All webinar presentations will be recorded.